## Claims

1. A nucleating agent comprising a phosphoric acid aromatic ester metal salt having an average major-axis length of 10  $\mu$ m or less, an average aspect ratio of 10 or less, and a bulk specific gravity of at least 0.1, the metal salt being represented by the following formula (I):

(wherein  $R^1$  represents a C4-C8 alkyl group,  $R^2$  represents a hydrogen atom or a C1-C8 alkyl group,  $R^3$  represents a C1-C4 alkylidene group, A represents a metal having a valence of n, and n is an integer of 1 or 2).

- 2. The nucleating agent according claim 1, wherein the average major-axis length is 5  $\mu_{\text{m}}$  or less.
- 3. The nucleating agent according to claim 1 or 2, wherein the metal represented by A is an alkali metal.
- 4. The nucleating agent according to any one of claims 1 through 3, wherein the compound represented by formula (I) is a compound represented by formula (II).

$$t-C_4H_9$$

$$CH_2 \qquad P-O \qquad Na^+ \qquad (II)$$

$$t-C_4H_9 \qquad t-C_4H_9$$